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10-2019

## Getting Faculty Buy-In for Open Educational Resources

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# OERs at Eastern Kentucky University

## An Opportunity to Lead through Collaboration

KLA Conference  
October 25, 2019

# EKUOpen

Kelly Smith  
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EKU Libraries  
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## First, A Definition

Open Access (OA) and Open Educational Resources (OER) are closely related. Both are freely available with no paywalls.

- OA generally refers to **scholarly articles** and other resources that are freely available
- OER refers specifically to **teaching and learning materials** (textbooks, question sets, materials in the public domain, and other course supporting material) that are free and open with a creative commons or similar license for anyone to reuse, revise, remix, and redistribute.

# Why OERs? AKA, The Problem of the Traditional Textbook Model

“A couple of books can already be a whole paycheck,”

~Community College Student

Cochrane, D., & Szabo-Kubitz, L. (2016). *On the verge: Costs and tradeoffs facing Community College Students* [Report]. The Institute for College Access and Success. Retrieved from <http://ticas.org/content/pub/verge>

Textbook prices are out of control and they're driving up the cost of college.

**\$250**

Price of a Typical Science Textbook

**800%**

Rise in Textbook Prices in the Last 30 Years

**65%**

Students Who Have Opted Not to Buy a Required Textbook Due to Cost

Source: [opentextbookalliance.org](http://opentextbookalliance.org)

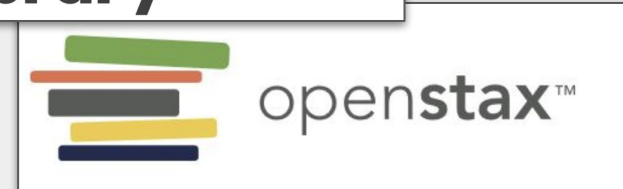
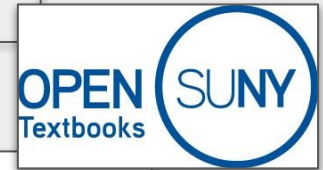
# The Promise of OERs

“This movement is the most exciting thing to happen to higher ed in my lifetime. It brings together the humanity, respect for students (and instructors!) and impetus to make a positive change in students’ lives ”

~Dr. Jonathan Poritz

Poritz, Jonathan. “Using Open Education Isn’t Just a ‘nice to Have’ When Students Are Starving.” February 27, 2019. Accessed October 22, 2019.

<https://www.insidehighered.com/digital-learning/views/2019/02/27/using-open-education-isnt-just-nice-have-when-students-are>



<https://libguides.eku.edu/oer>

# If OERs are so Great, Why do Faculty Stick with Textbooks? AKA...The Law of Diffusion of Innovation

1. **Innovators** - Want to be the first to try the innovation. Venturesome and interested in new ideas. Very little, if anything, needs to be done to appeal to this population.
2. **Early Adopters** - Opinion leaders. Enjoy leadership roles, and embrace change opportunities.  
*Strategies to appeal to this population: how-to manuals and information sheets on implementation.*
3. **Early Majority** - Rarely leaders, but they do adopt new ideas before the average person. Need to see evidence of effectiveness before they are willing to adopt it. *Strategies: success stories*
4. **Late Majority** - Skeptical of change. Will only adopt an innovation after it has been tried by the majority.  
*Strategies: info on how many other people have tried the innovation and have adopted it successfully.*
5. **Laggards** - Bound by tradition and very conservative. Skeptical of change and are the hardest group to bring on board. *Strategies: statistics, fear appeals, and pressure from people in the other adopter groups.*

Adapted from: <http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories4.html>

Original concept source: Rogers, Everett M. (2003). *Diffusion of Innovations* (5th ed.). New York, NY: Free Press.

# If OERs are so Great, Why do Faculty Stick with Textbooks? AKA...The Law of Diffusion of Innovation

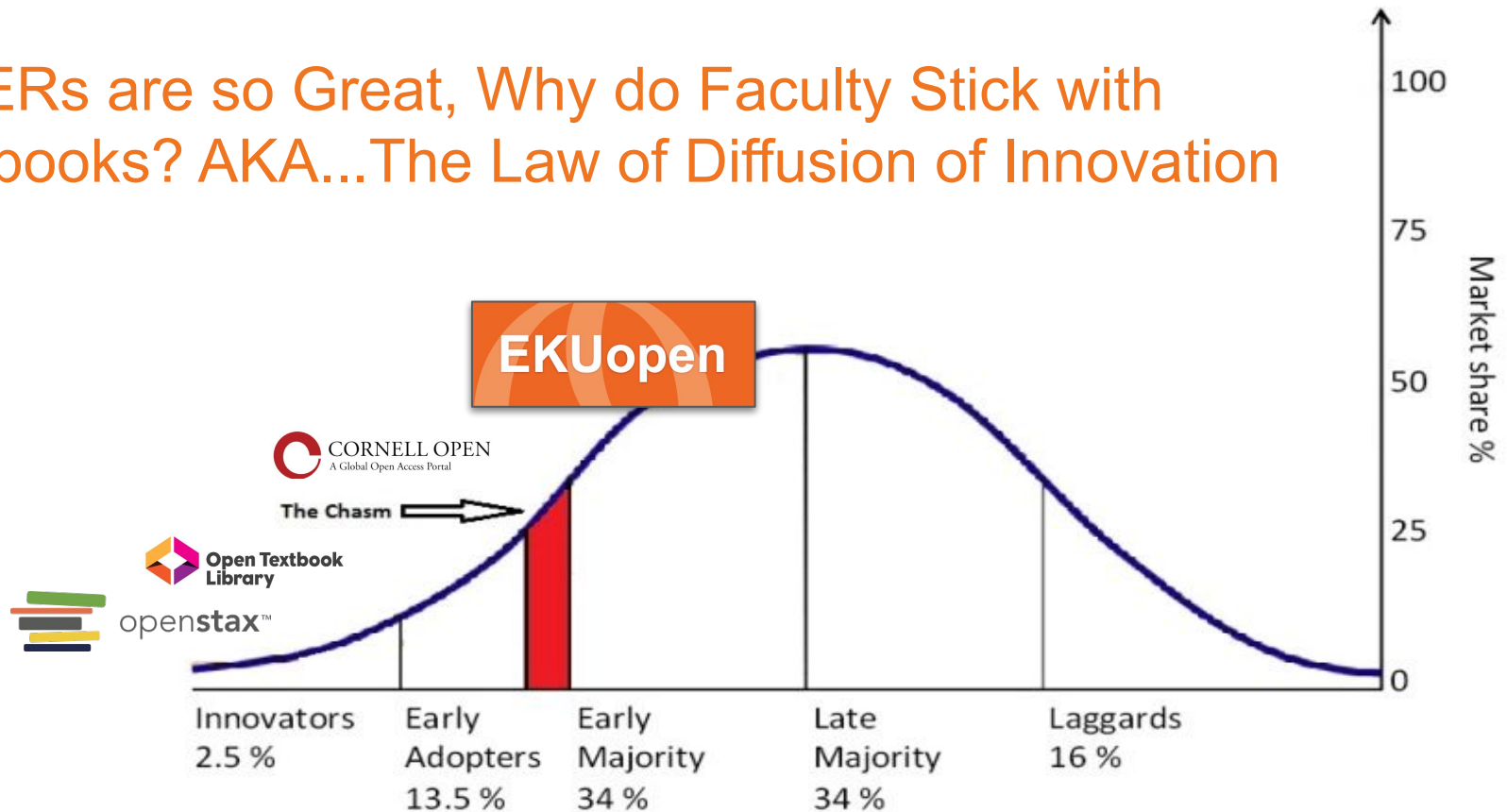


Image source: <https://thebadcompanyblog.wordpress.com/2011/03/09/the-law-of-diffusion-of-innovation-2/>

Original concept source: Rogers, Everett M. (2003). *Diffusion of Innovations* (5th ed.). New York, NY: Free Press.

See also <https://crl.acrl.org/index.php/crl/article/view/17392/19519>

# If OERs are so Great, Why do Faculty Stick with Textbooks?

Ask them!

Do a campus climate survey so you can figure out where you are on the diffusion of innovations bell curve.

## EKU OER Awareness Survey Faculty Breakfast 2019

From kelly smith

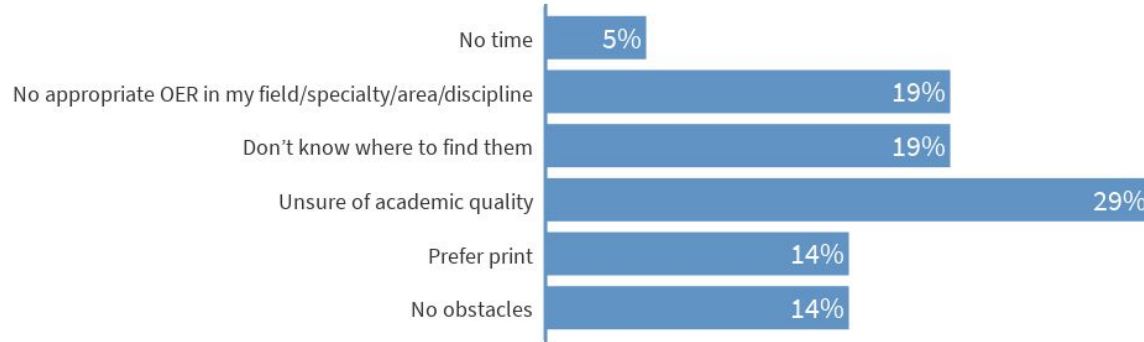
4 questions

[Start survey](#)

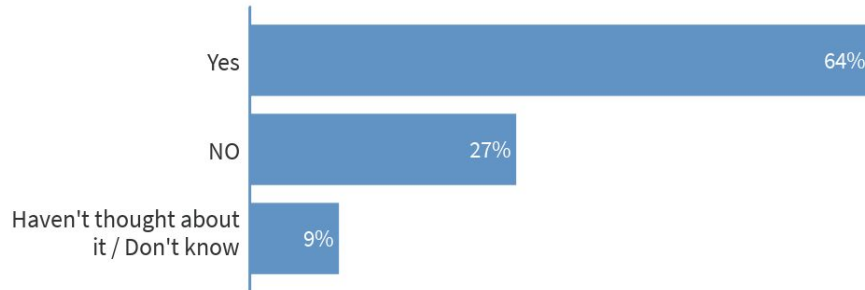


21 respondents  
at Library-  
sponsored  
Faculty  
Breakfast,  
October 22,  
2019

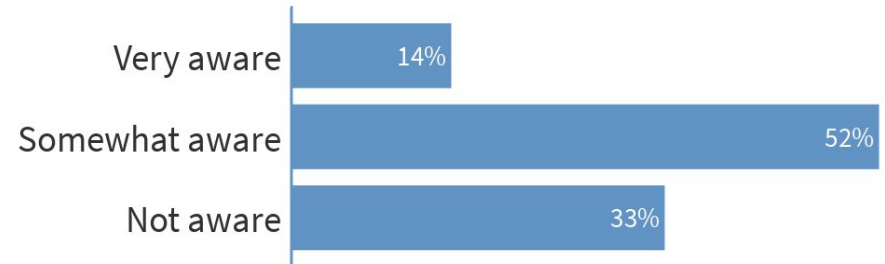
## Are there obstacles preventing you from using OER in your courses?



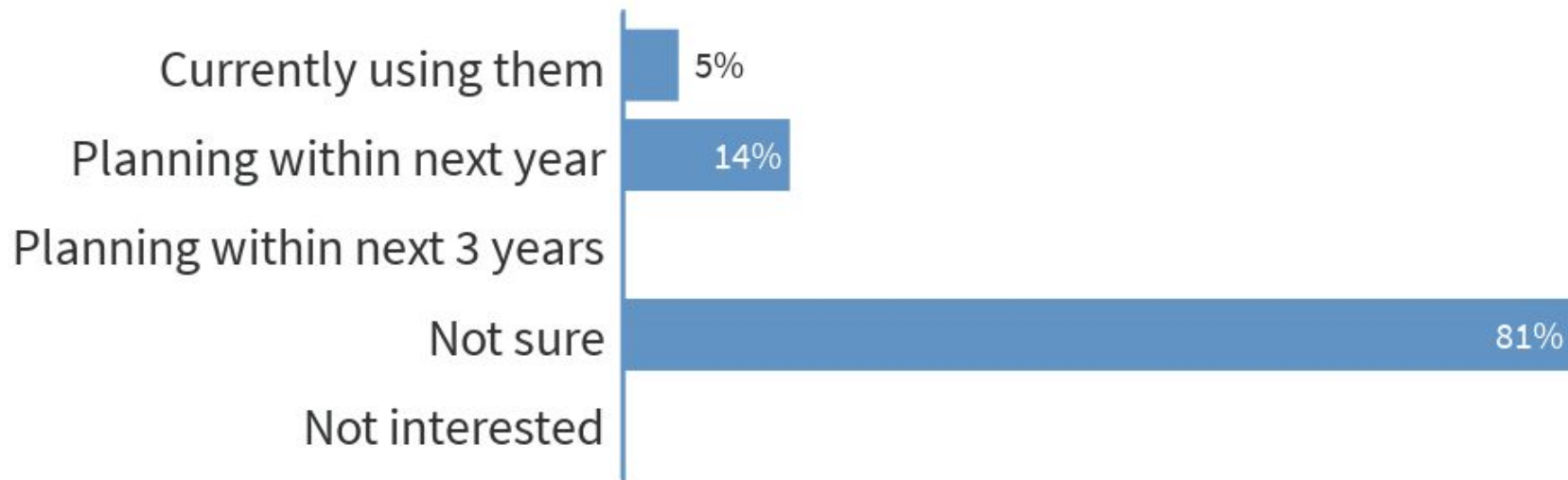
## Is the cost of required materials a barrier for students in the courses you teach? \*



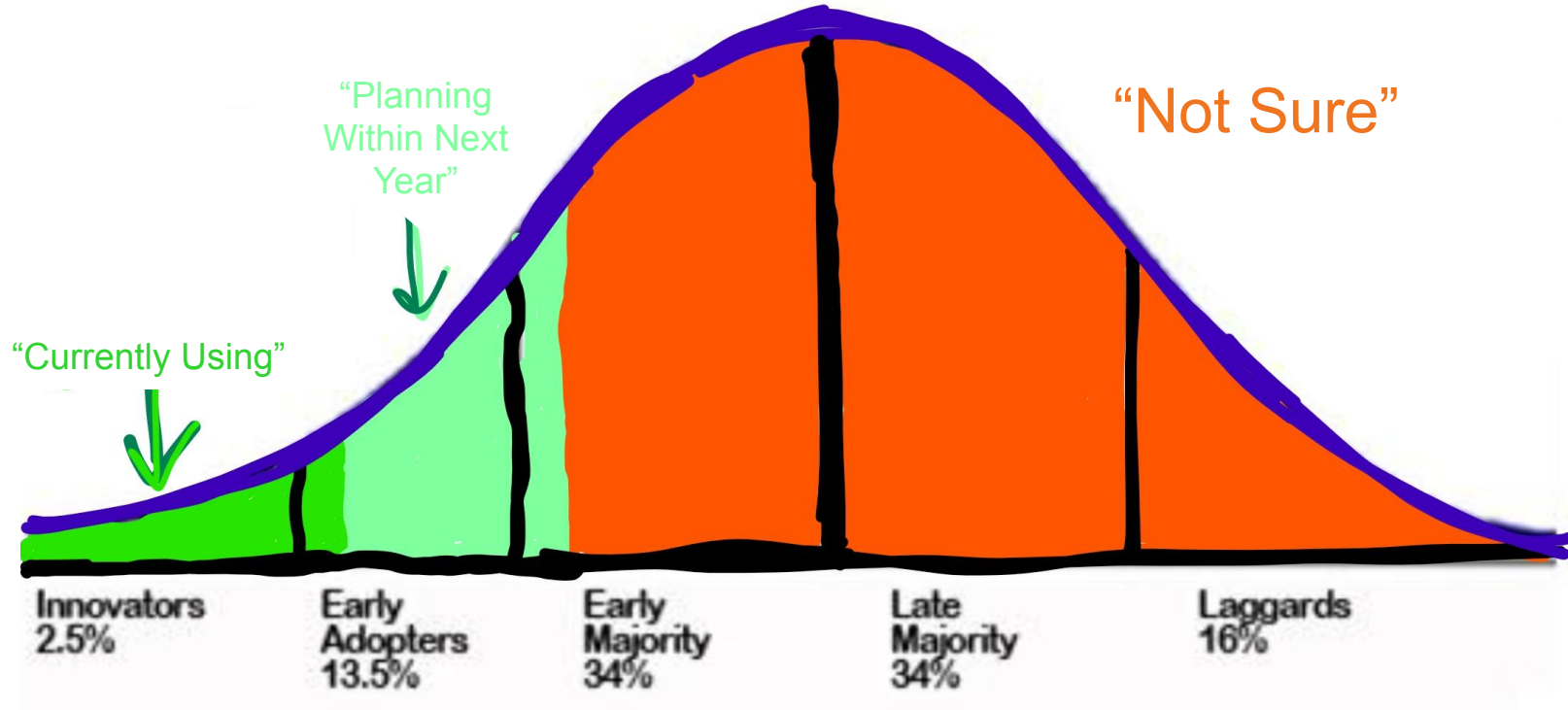
## Rate your awareness of Open Educational Resources (OERs)



## Will you incorporate Open Educational Resources in your courses?



# Will you incorporate Open Educational Resources in your courses?



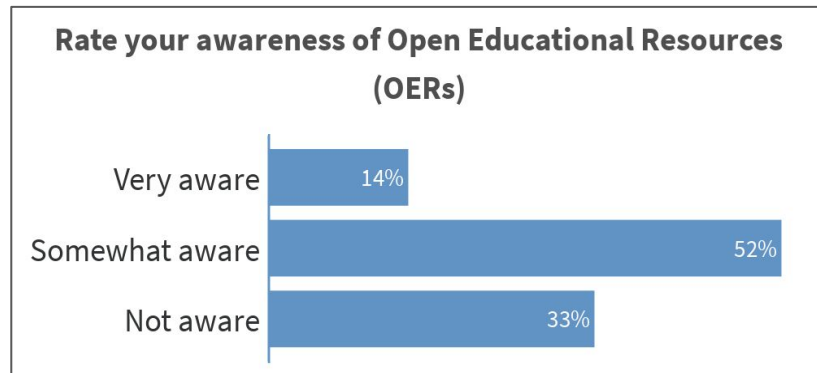
# Obstacles to Adoption

## Lack of awareness

*"My awareness of OER is limited. I am sure that if I knew more about them, then I would use them more."*

Social Sciences Faculty

Source: <https://www.onlinelearningsurvey.com>



## Strategies at ECU:

- Senate Ad Hoc Committee to Review Open Source Textbook Resources
- Open Access Week marketing
- TLC Workshops for Faculty
- LibGuide: [libguides.ecu.edu/oer](http://libguides.ecu.edu/oer)
- Liaison Outreach
- Encompass Archive Marketing
- Social Media Marketing
- Stories in Library Newsletters

# Obstacles to Adoption

*“Overall I need to know more.”*

~EKU Faculty member

The screenshot shows the Eastern Kentucky University Libraries website. The header includes the EKU logo, navigation links for EKU Library, EKU Web, and People, a search bar, and links to Renew My Books and Library Express. The main content area is titled 'Open Educational Resources (OERs)' and includes a sub-header 'Make a difference in your students' lives with free, openly-licensed textbooks and course-supporting content'. A left sidebar contains links: 'Why OERs?', 'Example OERs Curated for EKU Faculty', 'Public Domain OERs', and 'OER Search Engines - Search for an OER'. The main content area has a section 'What is an OER?' with a graphic that says 'RELEVANT CURRENT FREE' and a definition of OERs. To the right, there are two sections: 'Ways to reduce student costs' with a list of tips, and 'OER Textbook Websites' with a list of university websites.

**EKU** EASTERN KENTUCKY UNIVERSITY Libraries

• EKU Library • EKU Web • People

Search EKU Libraries

Renew My Books | Library Express

EKU Libraries / Research Guides / Guides for Faculty / Open Educational Resources (OERs) / Why OERs?

## Open Educational Resources (OERs)

Make a difference in your students' lives with free, openly-licensed textbooks and course-supporting content

**Why OERs?**

- Example OERs Curated for EKU Faculty
- Public Domain OERs
- OER Search Engines - Search for an OER

**What is an OER?**

OER (Open Educational Resources...)

**RELEVANT CURRENT FREE**

**What is the difference between OA and OER?**

Open Access (OA) and Open Educational Resources (OER) are closely related. Both are freely available via an open license and are often found in *Institutional Repositories*, such as EKU's *Encompass Digital Archive*.

- OA refers to **scholarly articles** that are freely available via an open license.
- OER refers to **teaching and learning materials** (textbooks, question sets, materials in the public domain, and other course supporting material)

**Ways to reduce student costs**

- Consider using OERs
- Incorporate existing library resources
- Write your own OER textbook!
- Follow #OER on Twitter
- Spread the word! Tell your colleagues about affordable alternatives
- Student Public Interest Research Group (PIRG) Tips for faculty to reduce costs to students
- OER Starter Kit from Iowa State U.

**OER Textbook Websites**

Here are a few prominent university and publisher OER websites where you can find content to freely use in your classes.

- BCcampus (British Columbia)
- Cornell Open
- Open Stax
- Open Suny
- Springer Open Access Books
- University of Minnesota Open Textbook Library

libguides.eku.edu/oer

# Obstacles to Adoption

Prefer print

*"I do not use electronic devices in my classroom and do not permit my students to use anything except print materials in my classes."*

Liberal Arts and Sciences Faculty

Source: <https://www.onlinelearningsurvey.com>

14%

The screenshot shows the OpenStax website for the 'U.S. History' textbook. The page has a dark blue header with the 'U.S. History' title in white and orange. Below the header, there are three tabs: 'Book details', 'Instructor resources', and 'Student resources'. The 'Book details' tab is active. On the left side, under 'Get the book', there are several options: 'Table of contents', 'View online', 'Download the app', 'Download a PDF', and 'Order a print copy'. A red arrow points to the 'Order a print copy' option, which is also highlighted with a red box. To the right of this, there is a callout box with an orange background and white text that says 'Order on Amazon' and '\$52.00 from seller "OpenStax"'. Below the 'Get the book' section, there is a 'Sign up to learn more' button and a link to 'Using this book? Let us know.'. On the right side of the page, there is a 'Summary' section with a list of authors: P. Scott Corbett, Ventura College; Volker Janssen, California State University, Fullerton; John M. Lund, Keene State College; Todd Pfannestiel, Clarion University; Sylvie Waskiewicz; and Paul Vickery, Oral Roberts University. Below the authors, there is an 'Errata' section with the text 'All OpenStax textbooks undergo a rigorous review process. How'.

openstax™ Access. The future of education.

Subje

## U.S. History

Book details Instructor resources Student resources

### Get the book

- Table of contents
- View online
- Download the app
- Download a PDF
- Order a print copy
- + 4 more options...

Sign up to learn more

Using this book? Let us know.

### Summary

U.S. History course and ideas that for

**Order on Amazon**

\$52.00 from seller "OpenStax"

Senior

P. Scott Corbett, Ventura College  
Volker Janssen, California State University, Fullerton  
John M. Lund, Keene State College  
Todd Pfannestiel, Clarion University  
Sylvie Waskiewicz  
Paul Vickery, Oral Roberts University

### Errata

All OpenStax textbooks undergo a rigorous review process. How

# Obstacles to Adoption

Don't know where to find them

*"I would more often consider OER if it was easier to find what I need and to build a course around it."*

*Liberal Arts and Sciences Faculty*

Source: <https://www.onlinelearningsurvey.com>



19%

## Strategies at ECU:

- OA A-Z list (databases tagged OA): [libguides.ecu.edu/az.php?t=28](http://libguides.ecu.edu/az.php?t=28)
- Liaison curation of resources
- Guide: [libguides.ecu.edu/oer](http://libguides.ecu.edu/oer)

# Obstacles to Adoption

## Unsure of academic quality

*"I teach detailed scientific Concepts and we require high quality medical illustrations. From what I've seen from open source materials, the quality of the illustrations and the accuracy of the information is often lacking."*

Natural Sciences Faculty

Source: <https://www.onlinelearningsurvey.com>

29%

## Evidence:

- Major Study Finds OER Students Do Just as Well — or Better  
[campustechnology.com/articles/2015/11/10/major-study-finds-oer-students-do-just-as-well-or-better.aspx](http://campustechnology.com/articles/2015/11/10/major-study-finds-oer-students-do-just-as-well-or-better.aspx)
- Open Textbooks and Increased Student Access and Outcomes [eric.ed.gov/?id=EJ992490](http://eric.ed.gov/?id=EJ992490)
- One college's use of an open psychology textbook  
[www.tandfonline.com/doi/abs/10.1080/02680513.2012.716657](http://www.tandfonline.com/doi/abs/10.1080/02680513.2012.716657)
- OER Mythbusting  
[mythbusting.oerpolicy.eu/wp-content/uploads/2014/11/OER\\_Mythbusting.pdf](http://mythbusting.oerpolicy.eu/wp-content/uploads/2014/11/OER_Mythbusting.pdf)
- On Quality and OER [opencontent.org/blog/archives/2947](http://opencontent.org/blog/archives/2947)

## Strategies:

- Guide: [libguides.eku.edu/oer](http://libguides.eku.edu/oer)
- Liaison curation of resources



# Obstacles to Adoption

Lack of good OER for my subject

*"I am not satisfied with the current crop of OER, creative commons, or open source resources available."*

Social Sciences Faculty

Source: <https://www.onlinelearningsurvey.com>



19%

## Current Strategies at ECU:

- Guide: [libguides.ecu.edu/oer](http://libguides.ecu.edu/oer)
- Liaison curation of resources

## Potential Strategies at ECU:

- Grants to incentivize
- Faculty creativity & ownership

“*I would happily compensate for a lower-quality textbook by teaching more excellently if it meant that my students didn't have to choose between buying required course materials and eating for the next month. ~Dr. Jonathan A. Poritz*”

# Obstacles to Adoption

## Lack of time

*"I should look for open resources but the time it takes versus the reward and expectations make putting in the time an un-rewarding proposition. Neither students nor colleagues bring it up, so why invest the time?"*

Education Faculty

Source: <https://www.onlinelearningsurvey.com>



## Current Strategies at ECU:

- Liaison curation of resources
- Custom guides

## Potential Strategies at ECU:

- Incentives
  - Grants (short term)
  - Build into P&T (long term)

# If OERs are so Great, Why do Faculty Stick with Textbooks? AKA...The Law of Diffusion of Innovation

**There are five main factors that influence adoption of an innovation**, and each of these factors is at play to a different extent in the five adopter categories.

1. **Relative Advantage** - The degree to which an innovation is seen as better than the idea, program, or product it replaces.
2. **Compatibility** - How consistent the innovation is with the values, experiences, and needs of the potential adopters.
3. **Complexity** - How difficult the innovation is to understand and/or use.
4. **Trialability** - The extent to which the innovation can be tested or experimented with before a commitment to adopt is made.
5. **Observability** - The extent to which the innovation provides tangible results.

## Relative Advantage - Textbook Costs at ECU

Course	Course	Text costs	F19 Enrollment	\$ per course
BIO 100	Biology I	\$81.25	416	\$33,800.00
BIO 307	Human Anat and Physio I	\$100.00	294	\$29,400.00
CHE 100	Intro Chemistry	\$20.00	166	\$3,320.00
CMS 210	Public speaking	\$118.25	315	\$37,248.75
ENG 101	English comp I	\$87.65	1005	\$88,088.25
ENG 102	English comp II	\$48.30	341	\$16,470.30
MAT 105	MAT 105	\$146.65	261	\$38,275.65
POL 101	American Gov.	\$107.00	459	\$49,113.00
PSY 200	Psychology	\$68.00	856	\$58,208.00
SOC 131	Sociology	\$150.00	448	\$67,200.00
Total campus savings per semester, if OER Adopted:				<b>\$421,123.95</b>

# Compatibility - Faculty Value...

- Access to knowledge
- Control over content
- Building capability in adapting and creating knowledge<sup>1</sup>
- Students
- Teaching
- Professional development / learning
- Community
- Individualism
- Intellectual freedom

<sup>1</sup><https://www.insidehighered.com/blogs/higher-ed-gamma/new-value-proposition-open-textbooks-0>

**WE LOVE OER**  
OPEN EDUCATIONAL RESOURCES

A circular portrait of Adam Barger, Ph.D., a man with dark hair and a beard, smiling.

**“OERS HELP ME MAKE  
CONTENT MORE ACCESSIBLE  
FOR ALL LEARNERS.  
THROUGH VIDEOS, DIGITAL  
IMAGES, AND LINKS TO  
RELATED RESOURCES, OERS  
HAVE THE POTENTIAL TO BE  
DYNAMIC TEACHING TOOLS  
FOR LEARNING IN A DIGITAL  
AGE.”**

**Adam Barger, Ph.D.**  
*Director of University eLearning Initiatives  
The Studio for Teaching & Learning  
Innovation*

WILLIAM & MARY | LIBRARIES

# Observability



Charles C. Sherrod Library  
Center for Teaching Excellence



Bonni Stachowiak @bonni208 · Sep 27

#OER adoption impact calculator from @LumenLearning buff.ly/2ljsN7k



KPU Open Education @KPUopen · Oct 22

Our #ZTC initiative (which is built around the creation, adaptation, and adoption of #OER) has saved our students over \$3.1 million in textbook costs over two years. 3/4

## KPU has seen dramatic growth in its Zero Textbook Cost (ZTC) initiative

### Estimated Cost Savings to Students

Number of students enrolled in ZTC sections per semester x \$112.55 (estimated mean cost savings per student; Green & Kirkey, 2017)



### Estimated Cost Savings to Students (Cumulative)

Cumulative number of students enrolled in ZTC sections x \$112.55 (estimated mean cost savings per student; Green & Kirkey, 2017)



1



5



12

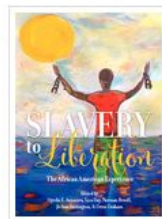


# Trialability



EKU OPEN: OPEN ACCESS TEXTBOOKS

EKU OPEN: OPEN ACCESS TEXTBOOKS



## Slavery to Liberation: The African American Experience: Open Access Textbook for AFA 202

[Josh Farrington, Eastern Kentucky University](#)

[Lisa Day, Eastern Kentucky University](#)

[Norman Powell, Eastern Kentucky University](#)

**Download Full Text (1.8 MB)**

[Download](#)

Concepts of Beauty: Black and White Connotations, by Norman Powell  
(11 KB)

[Download](#)

Gumboot Dancing, Origins, Influences and Uses, by Nicola Mason  
(1008 KB)

[Download](#)

Family and Freedom: African American Migration from the United States to British Canada, 1800-1861, by Oran Kennedy (704 KB)

[Download](#)

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[encompass.eku.edu](http://encompass.eku.edu)





## Tweet



**Kevin [insert spooky pun here] Gannon** @TheTattooedProf · Oct 23

Friends, I'm likely teaching the Afr Am history survey this summer and am looking for a main textbk that isn't as expensive as standards like Hine, Franklin, Painter, etc. I'm striking out on my go-to OER places. Any ideas? Trying to stay under \$50 total cost. Thanks in advance!

15

17

36



**Andrew Smith** @andrewrsmith · 23h

@jdfarr4 might have a digital/affordable option soon-ish?

2

1

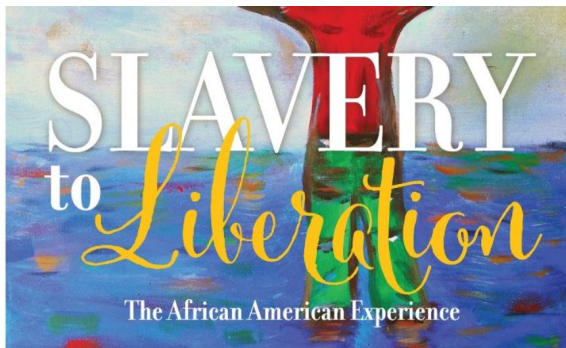
1



**Joshua D. Farrington**  
@jdfarr4

Replying to @andrewrsmith and @TheTattooedProf

Our OER book comes out in February!



**Kevin [insert spooky pun here] Gannon**

@TheTattooedProf Follows you

History Prof and Director, CETL @GrandViewUniv. Teacher, writer, Danger Nerd. Runs on coffee, death metal, and Critical Pedagogy.

To the Left [thetattooedprof.com](https://thetattooedprof.com) Born August 26  
Joined November 2013

10.8K Following 61.1K Followers



**Kevin [insert spooky pun here] Gannon** @TheTattooedProf · 10h

Replying to @jdfarr4 and @andrewrsmith  
EXCELLENT! Want a class to road-test it for y'all

1

1

2



**Joshua D. Farrington** @jdfarr4 · 4h

It will be available to any and all! I'll post links once the site is up in February.

1

1

4



**Kelly Smith** @kelly\_smith72 · 3h

@ekulibraries is so excited to be hosting this forthcoming AFA textbook, which is already meeting needs beyond #Eku! #OAWEEK #EkuOpen